

Appendix A

Summary of the Kennebunkport Community Survey

A. Introduction

The Kennebunkport Comprehensive Planning Committee mailed approximately 3,000 community surveys to all of the town's taxpayers. Nearly 31% (or 922 surveys) were returned. The returned surveys were tabulated by the Southern Maine Regional Planning Commission. Planning Decisions, Inc. analyzed the results and prepared this summary.

These results should be interpreted with two cautions. First, despite the relatively high response rate for a mailed survey, recognize that the results are not statistically significant and therefore cannot be generalized to all Kennebunkport residents or property owners. The results provide us with a good feel for the opinions of the community but must be used carefully. Second, responses reflect the respondent's understanding of the issues when the survey was presented; this understanding can change over time.

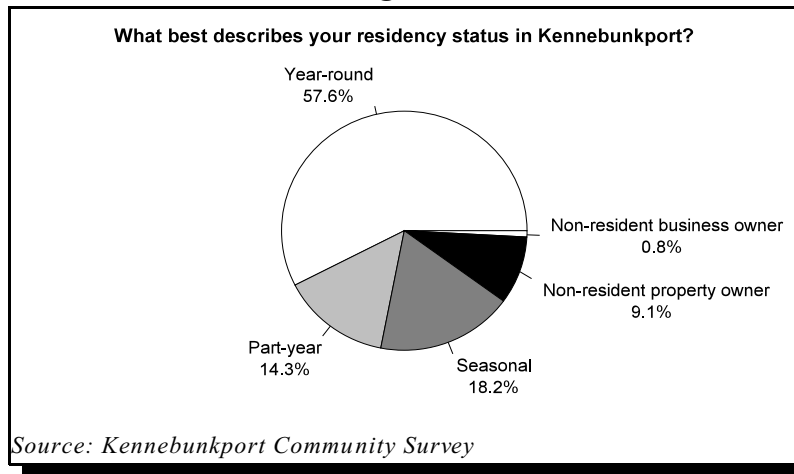
The respondents paint Kennebunkport as an older, wealthy, seasonal community that is attractive to both long-term residents and newcomers alike. Respondents felt that the town's aesthetics and character were very important, as were low tax rates and crime levels. Concern over traffic, the rate of development, and the ability of the town to pay for capital improvements were evident.

In general, regardless of the respondent's type of residency in Kennebunkport, there was broad agreement on most of the issues. The issues with evidence of disagreement (issues with large numbers of responders that either 'strongly agree' or 'strongly disagree') included; providing quality education, feelings about restricting development; fee arrangements to pay for municipal services and facilities; and promoting diversity and affordability.

B. Profile of Respondents

Respondents were widely distributed by type of residency in Kennebunkport. More than 57% classified themselves as year-round residents while 14% were part-year residents and 19% were seasonal (Figure A). Ten percent of the respondents were non-residents, most of whom were non-resident property owners. This wide distribution suggests there are large population fluctuations from the winter to the summer.

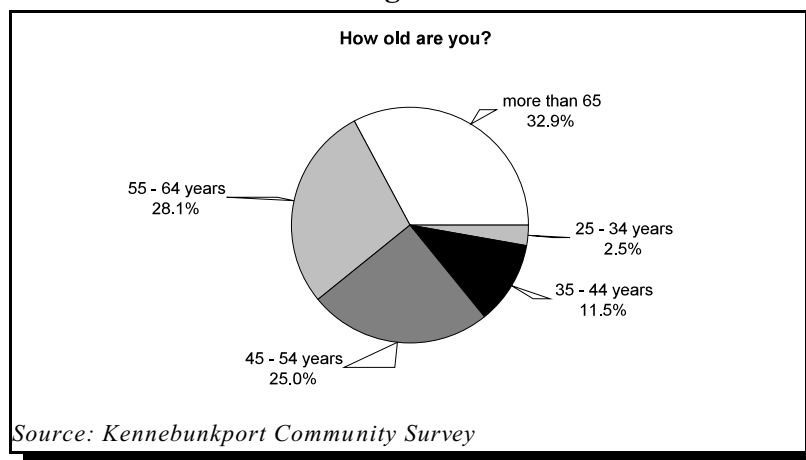
Figure A



Length of living in Kennebunkport was widely distributed. Nearly 40% of the respondents have lived in Kennebunkport for more than 20 years, and another 20% have been residents for between 11 and 20 years. Eighteen percent of the respondents were new to Kennebunkport within the last five years. These large groups of ‘newcomers’ and ‘old-timers’ points to Kennebunkport’s ability to attract newcomers and retain its long-term residents.

Respondents tended to be older with about one-third over 65 and another 30% in the 55-64 year old group (Figure B). The older respondents were most likely to be part-year residents. Only 14% of respondents were under 45 years of age and there were no respondents below 25 years old.

Figure B



Nearly all of the respondents were taxpayers in Kennebunkport (99%), but only two-thirds were registered to vote in town. Year-round respondents registered in Kennebunkport while seasonal

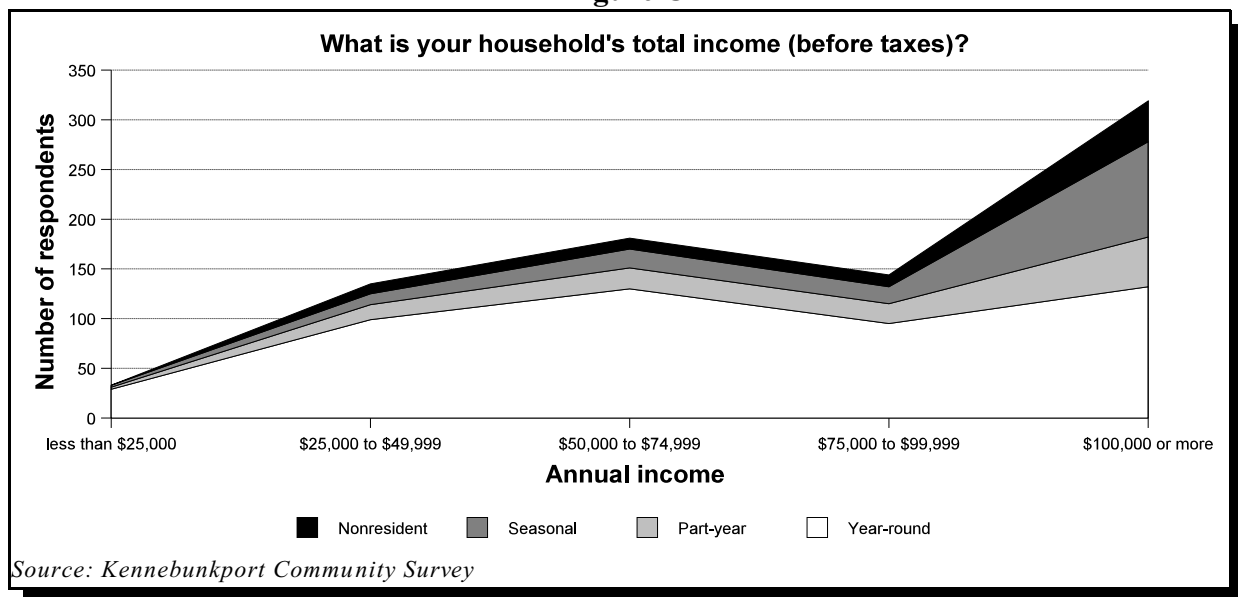
respondents and nonresident respondents registered elsewhere.

Retirees accounted for one-third of all respondents. Nearly one-half of Kennebunkport's part-year respondents were retired. Fewer than one-quarter of seasonal-resident and nonresident respondents were retired.

Employed year-round residents were most likely to work in Kennebunkport or north in the Biddeford/Saco and Portland Metro labor markets.

Income levels were high. Nearly 40% of the respondents had household incomes above \$100,000 and only 20% had incomes below \$50,000 (Figure C). In general, year-round respondents earned less— nearly half of the year-round residents earned between \$50,000 and \$100,000, while one-quarter earned less and one-quarter earned more (year-round respondents' incomes were influenced by the large retirement population which typically have large assets but lower incomes). Two-thirds of the seasonal respondents and more than one-half of the nonresidents earned more than \$100,000.

Figure C

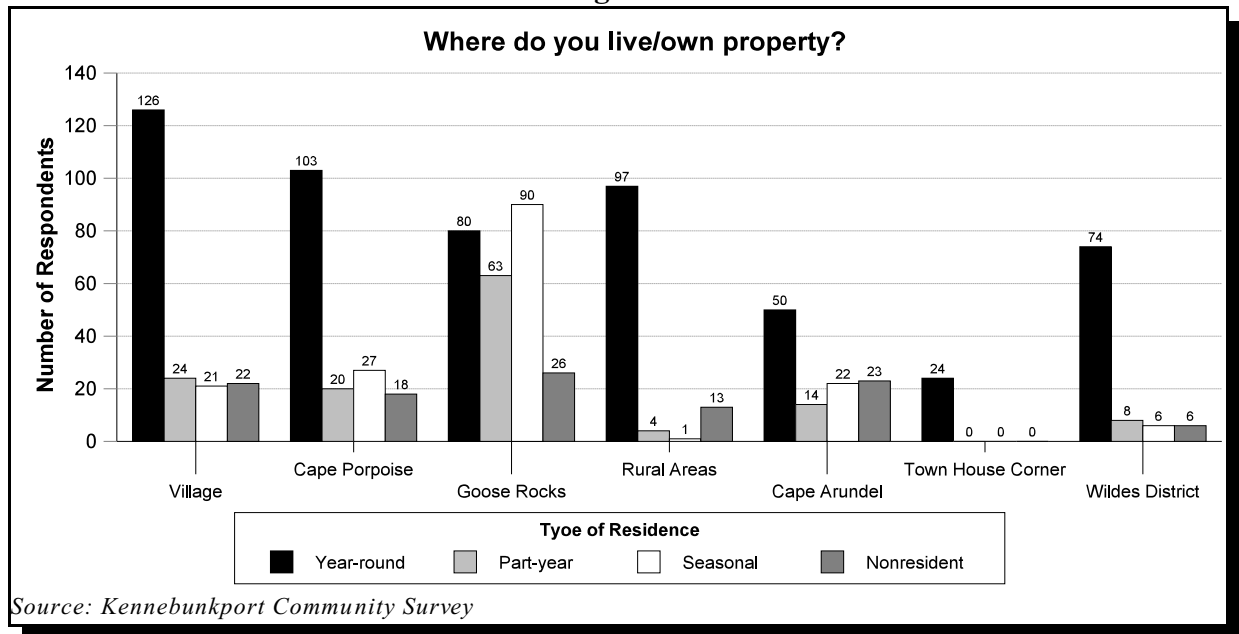


More than 95% of the respondents owned a home, condo, or other residential unit in Kennebunkport. Interestingly, part-year and seasonal respondents were more likely to own a residential unit than year-round residents. One-quarter of the respondents owned vacant land, and nine percent owned a commercial property in Kennebunkport.

Respondents were geographically distributed throughout Kennebunkport. Year-round respondents lived throughout Kennebunkport (Figure D). Goose Rocks, the Village, and Cape Porpoise

accounted for most of the respondents (28%, 21%, and 18% respectively). Town House Corner had the fewest respondents (24 total), all of which were year-round respondents. Year-round respondents outnumbered other types of respondents in every geography except Goose Rocks.

Figure D



C. Agreement with Position Statements

Respondents were asked to indicate how important (1 = not important, 5 = very important) some of Kennebunkport's characteristics were to them. The following statements have been ranked in their level of importance (from most important to least important) based upon the mean or average response.

Table A

Please rate the level of importance of ...	Mean Response	Year-round Residents	Part-year Residents	Seasonal Residents	Non-residents
... the attractiveness of the town.	4.4	4.3	4.5	4.6	4.6
... a low crime rate.	4.4	4.4	4.6	4.3	4.2
... access to the coast and recreational/cultural opportunities.	4.3	4.2	4.5	4.5	4.3
... character of housing and villages.	4.3	4.2	4.4	4.4	4.4
... a sense of community in town.	3.9	3.9	3.9	3.8	3.6
... a low tax rate.	3.7	3.7	3.9	3.7	3.6
... family.	3.3	3.3	3.1	3.3	3.1
... quality of the school system.	2.9	3.2	2.6	2.3	2.7
... proximity to employment.	2.4	2.8	1.9	1.6	2.5

There was broad consensus that the attractiveness of the town and the character of the houses and villages were important. The responses to these varied little between resident groups, although the year-round residents were more likely to rate these a lower than the other resident groups. Similarly, a low crime rate and access to the coast and recreational/cultural amenities ranked highly.

Respondents indicated that a sense of community and a low tax rate were important. Both of these had strong levels of support and very few 'not important' responses.

The importance of family was considered to be moderately important.

Quality schools and proximity to employment had the lowest mean scores from all respondents. On closer inspection, year-round respondents considered these to be more important than did the other resident groups. Within the year-round community, there was significant disagreement over the importance of schools—122 respondents felt that quality schools were 'very important' while 148 felt that they were 'not important'.

D. Other Responses

Respondents were asked their feelings about the environment, housing, development, and other issues.

Environment Respondents felt that some important open spaces and natural areas have been lost to development, but that the town is doing a good job protecting these resources. More than half of the respondents agree that important open space and natural areas have been lost to development—nearly 60% of the year-round residents agreed with this statement— and nearly half agree that the town has done a good job protecting environmentally significant areas (versus 19% that disagree).

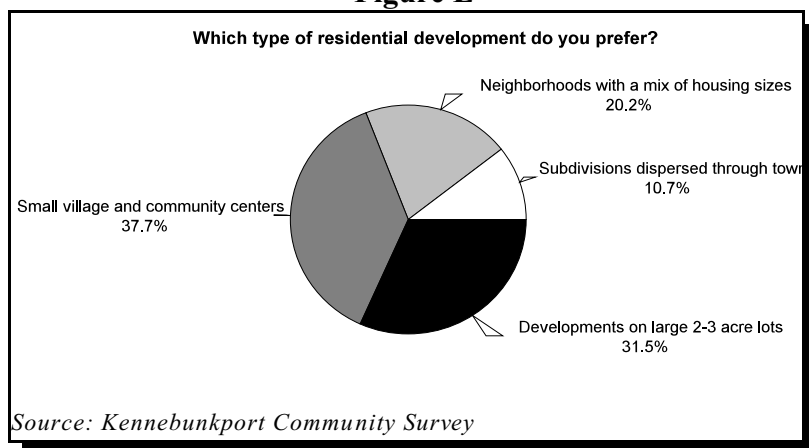
Respondents widely supported (88% agree) having the town create a partnership with the Kennebunkport Conservation Trust to ensure important open spaces and natural areas remain undeveloped. In addition, nearly three-quarters of the respondents support a town-sponsored land acquisition program to purchase important environmental areas.

Housing Nearly two-thirds of respondents agreed that there is a lack of affordable housing in Kennebunkport. Year-round respondents were more likely to agree to this than were those from out of town. There was mixed support for allowing more flexible development standards to enhance the diversity and affordability of housing. Forty percent of the respondents felt the town should allow the flexibility, while 40% felt that the town shouldn't be flexible. This response rate did not vary depending on the respondent's residence. While 45% of the respondents felt that the town should encourage a broad mix and diversity of housing types, nearly one-third of the respondents felt that this was not the proper role for the town.

Development One-half of the respondents felt that the current rate of development was too high, although another 25% felt that current development was not high. Year-round residents were slightly more likely to reply that current growth rates were too high. Six in ten respondents felt that the traditional character of the town was being threatened by new development, and year-round residents were more likely to feel threatened by the current rate of development.

Six in ten respondents said that they prefer a development pattern with higher density housing near the village center and lower density housing in rural areas (Figure E). Respondents were widely split on their preference for future residential development. Small villages with community centers were preferred by nearly 40% of the total respondents, and by more than 50% of the seasonal residents and non-residents. Developments on large 2-3 acres lots were preferred by nearly one-third of the total respondents. However, only 709 respondents answered this question, suggesting that a large number of respondents were uncertain with this question.

Figure E



Nearly 80% of the respondents preferred a hypothetical 30 lot, 90 acre subdivision to have at least 30 acres retained as open space. The strength of this response increased when asked of year-round residents.

Nearly two-thirds of the respondents agreed that the town should limit the number of annual residential building permits, although there was strong disagreement with this issue. The same ratio of agree/disagree held for all of the residence groups.

Other strategies with strong support to manage growth included: requiring new residential developments to cluster where appropriate (78% agree) and concentrating growth in areas with public water and sewer adjacent to village centers (57% agree, although there is a sizeable number of no opinions). In both cases there was strong local support.

Other Issues Nearly 70% of the respondents were concerned about the town's ability to pay for capital improvements (schools, sewers, roads, etc) in the next 5 to 10 years. More than three-quarters of the respondents agreed that impact fees (requiring new developments to help pay for needed public infrastructure such as roads, public recreation/open space, parking, etc) were an appropriate tool to levy on new developments. Seasonal and non-residents were more likely to support this idea than year-round residents. User fees (such as building permits, beach stickers, parking fees, etc) weren't as popular, especially among year-round residents.

Increased traffic was seen as an important issue. More than half of the respondents 'strongly agreed' that increased traffic was one of the most important issues facing the town today, and another 18% 'agreed' with this statement. Year-round residents were slightly less likely to rate the increase in traffic as a major issue. Nearly 80% of the respondents agreed that the town should work to find regional transportation solutions to alleviate high traffic during the summer months.

Respondents strongly supported creating a system of bikeways, trails, and pedestrian paths. The

improvement and construction of new sidewalks and increasing public access to the water for small watercraft were not as widely supported, but there was still support for these activities.

Residents were strongly in favor of maintaining a K - 6 school in Kennebunkport, but they were less decisive on whether the school should be located near other community services.

There was near unanimous agreement that the town should continue to support the fishing and lobstering industries within the town. In addition, respondents felt strongly that the preservation of the town's historical character was important

Respondent's were not as supportive of working to diversify the tax base towards industrial and commercial development. There was moderate support for encouraging more home businesses and for establishing a district that encourages the development of essential services (small hardware stores, grocery stores, professional offices, etc).